

TABLE OF CONTENTS

ACKNOWLEDGEMENTS	i
EXECUTIVE SUMMARY	ii
INTRODUCTION	1
Theoretical Framework	2
Review of Related Work in Other Estuary Projects	7
PROJECT PROCEDURES	10
Purpose and Objectives	10
Questionnaire Development	11
Sample Design for Telephone Survey	11
Measurement and Analysis of Telephone Survey Data	15
IN-PERSON INTERVIEW RESULTS	16
Nature and Importance of Public Attitudes	16
Management Needs and Alternatives	17
TELEPHONE SURVEY RESULTS	21
Sample Characteristics	21
Sources of Information	23
Awareness and Knowledge	25
Environmental Values and Beliefs	28
Perception of Problems	30
Policies and Management	39
CONCLUSIONS AND IMPLICATIONS	42
Sources of Information	42
Awareness and Knowledge	43
Perception of Problems	44
Policies and Management	45
REFERENCES	47
APPENDIX	
Telephone Survey Instrument and Interviewer Guide	49